



POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

EMBA 515: PUBLIC RELATIONS AND COMMUNICATION

DATE: 3RD DECEMBER 2014

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided

QUESTION ONE

Read the Case Study below carefully and, answer the questions that follow:

"MATTEL RECALLS DORA AND ELIMO"

Concerns for product safety and possible lawsuits caused Mattel to recall one million Fisher-price toys in August 2007 after it was found that the toys contained excessive levels of lead paint. The toys main features were made by contract manufacture in china.

The recall costing about 30 million dollars utilized a number of public relations tactics to inform the public. There was also a case in court from one of the consumer lobby groups to stop Mittel from manufacturing and selling the toys in the country and the public relations department had a responsibility of managing the situation in such a way that it does not damage the reputation of the organization. The tactics Mattel used included answering all media inquiries, sending all news alerts to the print and broadcast media, sending messages to bloggers and all calls to consumer affairs offices at the government department. No advertising was used. In addition Mattel posted an easy- to -use chart on its' website with the name, number and image of the product being recalled.

At stake for Mattel was the reputation of its' Fisher-toys for quality and safety. Any toy recall becomes a big issue in the minds of the public because it is about children. Branding and public relations personnel gave Mattel high marks for initiating the recall and maintaining a high degree of transparency regarding the situation. Allen Adamson, managing director of Landon Associates told Advertising Age, "you need to be upfront, direct, and very proactive. The louder they send out this message, the better it is for their brand."

Mattel's recall came several months after poisonous pet food manufactured from China was taken off the shelves in a massive recall after a number of pets had died. Voluntary recalls is a legal thing to do but it raises the question that why did the companies not certify the safety of their products before they were distributed.

Required:

- a) The case in court against Mattel can be handled by the legal department comfortably according to the head of legal department in the organization. He was of the opinion that no other departments should be concerned with the case as he had a competent team. Criticize the view of the head of Legal Department and discuss the role and the objectives of Public Relations Department during litigation process, highlighting the basic concepts upon which PR must operate during the case. (10 marks)
- b) From the situation of the Mattel Company the public opinion about the image may be eroding very fast. Discuss the kind of research the PR Department may have to conduct and why? (4 marks)
- c) The activities Mattel Company during the recall process involve an issue which requires planning. Advise the PR manager on how they should go about the process, (5marks)
- d) Explain how Mattel can make sure their messages are believed and remembered by the public. (11 marks)

QUESTION 2

- a) For any PR evaluation to be credible, four major components of the process need to be taken into consideration. Explain the components while highlighting the standards or tools used for each (8 marks)
- b) Explain the roles of public Relations Department to the various audiences of financial relations (7 marks)

QUESTION 3

- a) To operate effectively, government relations professionals must thoroughly understand the political process. Discuss the various political activities PR professionals are involved in. (3marks)
- b) Discuss the role of Public relations in associations and unions (6 marks)
- c) Explain the specific functions of community relations (6 marks)

QUESTION 4

- a) Successful communication policies within an organization must be based on management's desire to accomplish some objectives. Discuss (5 marks)
- b) Explain the Five Basic Rules of Media Relations (5 marks)
- c) You have been asked to develop a newsletter for your organization. Explain how you would avoid infringement into your employees' privacy in the newsletter. (5 marks)